

## ORDER



Orders	Order / Rev:	167856
	Alt Order #:	06859832
	Product Desc:	E PAULSEN 4 CONGRESS
	Estimate:	
	Flight Dates:	10/17/12 - 10/23/12
	Original Date / Rev:	09/28/12 / 09/28/12
	Order Type:	GENERAL

**KSTP-TV, LLC and KSAX-TV**

Primary AE:	Rachel Chason
Sales Office:	P-PHL
Sales Region:	National

<b>Agency</b>	<b>Name:</b>	<b>Strategic Media Services</b>
	Buying Contact:	
	Billing Contact:	
		3299 K St NW Ste 200
		Washington, DC 20007-4415

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Paulsen for Congress
	Demographic:	A35+
	Product Codes:	PL1
	Priority:	3
	Revenue Codes:	AGY, POL, CAND

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/23/12	35	\$21,150.00	\$17,977.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	35	\$21,150.00	\$17,977.50	0.00
<b>Totals</b>	<b>35</b>	<b>\$21,150.00</b>	<b>\$17,977.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Rachel Chason			Start Of Order - End Of Order	100%

### Order Share

Order Share	Share	Total
KSTP-TV, LLC and KSAX-TV	19%	\$21,150.00
Market	100%	\$111,315.79

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KARE	34%	\$37,847.37
KMSP	0%	\$0.00
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
WCCO	47%	\$52,318.42
WFTC	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	M	10/18/12	10/21/12	M-F,Su Late News M-F, Su 10-1035p	CM	10-1035p	---T--S	:30	2	\$1,350.00	2	0.00	NM	2	\$2,700.00
NEWS @10P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/15/12	10/21/12	---T--S		2		\$1,350.00		0.00					
E 2	M	10/23/12	10/23/12	M-F,Su Late News M-F, Su 10-1035p	CM	10-1035p	-T-----	:30	1	\$1,350.00	2	0.00	NM	1	\$1,350.00
NEWS @10P															

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 Estimate:

KSTP-TV, LLC and KSAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	M	10/23/12	10/23/12	M-F,Su Late News M-F, Su 10-1035p	CM	10-1035p	-T-----	:30	1	\$1,350.00	2	0.00	NM	1	\$1,350.00
NEWS @10P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$1,350.00		0.00			
E 3	M	10/17/12	10/19/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	--WTF--	:30	3	\$550.00	2	0.00	NM	3	\$1,650.00
MORN NEWS 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					3	\$550.00		0.00			
E 4	M	10/22/12	10/23/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	MT-----	:30	2	\$550.00	2	0.00	NM	2	\$1,100.00
MORN NEWS 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----					2	\$550.00		0.00			
E 5	M	10/17/12	10/19/12	M-F GMA M-F GMA	CM	7-9a	--WTF--	:30	3	\$500.00	2	0.00	NM	3	\$1,500.00
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					3	\$500.00		0.00			
E 6	M	10/22/12	10/23/12	M-F GMA M-F GMA	CM	7-9a	MT-----	:30	2	\$500.00	2	0.00	NM	2	\$1,000.00
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----					2	\$500.00		0.00			
E 7	M	10/17/12	10/19/12	M-F Midday News M-F Midday News	CM	11a-12p	--WTF--	:30	3	\$250.00	3	0.00	NM	3	\$750.00
NEWS 11A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					3	\$250.00		0.00			
E 8	M	10/22/12	10/23/12	M-F Midday News M-F Midday News	CM	11a-12p	MT-----	:30	2	\$250.00	3	0.00	NM	2	\$500.00
NEWS 11A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----					2	\$250.00		0.00			
E 9	M	10/19/12	10/19/12	M-F 430-5p News 430p News	CM	430-5p	----F--	:30	1	\$400.00	3	0.00	NM	1	\$400.00
NEWS 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$400.00		0.00			
E 10	M	10/22/12	10/22/12	M-F 430-5p News 430p News	CM	430-5p	M-----	:30	1	\$400.00	3	0.00	NM	1	\$400.00
NEWS 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$400.00		0.00			
E 11	M	10/17/12	10/19/12	M-F 5-530p M-F 5-530p	CM	5-530p	--WTF--	:30	3	\$700.00	2	0.00	NM	3	\$2,100.00
NEWS 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					3	\$700.00		0.00			
E 12	M	10/23/12	10/23/12	M-F 5-530p M-F 5-530p	CM	5-530p	-T-----	:30	1	\$700.00	2	0.00	NM	1	\$700.00
NEWS 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$700.00		0.00			
E 13	M	10/19/12	10/19/12	M-F 6-630p M-F 6-630p	CM	6-630p	----F--	:30	1	\$1,100.00	2	0.00	NM	1	\$1,100.00
NEWS 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$1,100.00		0.00			
E 14	M	10/23/12	10/23/12		CM	6-630p	-T-----	:30	1	\$1,100.00	2	0.00	NM	1	\$1,100.00

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KSTP-TV, LLC and KSAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 6-630p										
				M-F 6-630p										
NEWS 6P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$1,100.00		0.00			
E 15	M	10/18/12	10/18/12	M-F 630-7p	CM	630-7p ---T---	:30	1	\$1,050.00	2	0.00	NM	1	\$1,050.00
				M-F 630-7p										
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---				1	\$1,050.00		0.00			
E 16	M	10/22/12	10/22/12	M-F 630-7p	CM	630-7p M-----	:30	1	\$1,050.00	2	0.00	NM	1	\$1,050.00
				M-F 630-7p										
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$1,050.00		0.00			
E 17	M	10/20/12	10/20/12	Sa 6-7a	CM	6-7a -----S-	:30	1	\$250.00	3	0.00	NM	1	\$250.00
				Sat 6a News										
NEWS SAT 6A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$250.00		0.00			
E 18	M	10/20/12	10/20/12	SA GMA	CM	7-8a -----S-	:30	1	\$425.00	3	0.00	NM	1	\$425.00
				Sa GMA										
GM SAT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$425.00		0.00			
E 19	M	10/20/12	10/20/12	Sat 8-9a	CM	8-9a -----S-	:30	1	\$325.00	3	0.00	NM	1	\$325.00
				Sat 8-9a News										
NEWS SAT 8A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$325.00		0.00			
E 20	M	10/21/12	10/21/12	Su 6-7a	CM	6-7a -----S	:30	1	\$225.00	3	0.00	NM	1	\$225.00
				Sun 6-7a News										
NEWS SUN 6A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S				1	\$225.00		0.00			
E 21	M	10/21/12	10/21/12	SU GMA	CM	7-8a -----S	:30	1	\$550.00	3	0.00	NM	1	\$550.00
				Su GMA										
GM SUN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S				1	\$550.00		0.00			
E 22	M	10/21/12	10/21/12	Sun 8-9a	CM	8-9a -----S	:30	1	\$475.00	3	0.00	NM	1	\$475.00
				Sun 8-9a										
NEWS SUN 8A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S				1	\$475.00		0.00			
E 23	M	10/21/12	10/21/12	Su 530-6p	CM	530-6p -----S	:30	1	\$450.00	3	0.00	NM	1	\$450.00
				Su 530-6p News										
NEWS 530P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S				1	\$450.00		0.00			
												Totals	35	\$21,150.00